

# Calendar of Health Events

Promote the Live Like Your Life Depends On It campaign monthly by incorporating campaign materials into monthly theme activities.

## August

### August 3-9, 2008, National Farmers' Market Week

The most economical way to consume more fruits and vegetables is to eat seasonally by shopping for produce that's in season and grown locally. Shopping for fresh fruits and vegetables at a local farmers' market is a great way to add flavor to meals and improve health. Fresh fruits and vegetables are full of nutrients—vitamins, minerals, fiber and antioxidants—that can help prevent a number of diseases, and the fresher they are, the better they taste. Because a diet rich in fruits and vegetables can help prevent serious illnesses such as heart disease, diabetes and some types of cancer, planning meals around produce from a farmers' market can help you reduce health care costs, too. An extra stop at a local farmers' market on your way home is worth the fresh flavors and the benefits of seasonal and locally grown fruits and vegetables.



#### Suggested Activities:

- Ask a local newspaper to promote a local farmers' market by publishing the Live You're your Life Depends On It Eat smart from farmers' market newsletter article and including recipes using fresh fruits and vegetables. Recipes using fresh fruits and vegetables can be found on the Live Like Your Life Depends On It campaign website at <http://lifedependsonit.com/>, select the "Eat Smart" section.
- Distribute the Live Like Your Life Depends On It campaign brochure and/or Eat Smart message card at a local farmers' market.
- Use the Live Like Your Life Depends On It Eat Smart or Eating Healthy posters to announce a local farmers' market. Post them in doctors' offices, senior centers, gyms, libraries, etc.
- Encourage local churches and other faith-based organizations to announce the location of a local farmers' market by using the Live Like Your Life Depends On It Eating Healthy message card or poster. They might also publish recipes using fresh fruits and vegetables in their church flyer/newsletter along with the location of a local farmers' market. Recipes using fresh fruits and vegetables can be found on the Live Like Your Life Depends On It campaign website at <http://lifedependsonit.com/>, select the "Eat Smart" section.

**To access resources from the Live Like Your Life Depends On It Campaign ([click here](#))**

To locate a Farmers Market in your area	For more information on Nutrition
Farmers Market Directory <a href="http://www.agebb.missouri.edu/fmktdir/view.htm">www.agebb.missouri.edu/fmktdir/view.htm</a>	Health Promotion MO Department of Health and Senior Services PO Box 570 Jefferson City, MO 65102-0570 573-522-2820 <a href="http://www.dhss.mo.gov/fruitsandveggies/">www.dhss.mo.gov/fruitsandveggies/</a> <a href="http://www.dhss.mo.gov/Nutrition_Everyone/">www.dhss.mo.gov/Nutrition_Everyone/</a> Patricia Kramer, MS, RD, LD, Nutrition Coordinator
	<b>For more information on the benefits of Fruits and Vegetables</b> National Fruit and Vegetable Program Centers for Disease Control and Prevention <a href="http://www.fruitsandveggiesmatter.gov/">www.fruitsandveggiesmatter.gov/</a>

Observance pulled from United States Department of Agriculture website at  
<http://www.ams.usda.gov/AMSV1.0/ams.fetchTemplateData.do?template=TemplateC&navID=FarmersMarketsLinkWFMFarmersMarketsandDirecttoConsumerMarketing&rightNav1=FarmersMarketsLinkWFMFarmersMarketsandDirecttoConsumerMarketing&topNav=&leftNav=WholesaleandFarmersMarkets&page=WFMFarmersMarketsHome&resultType=&acct=frmrdirmtk>.